

Claim 2 (Previously Presented): The method of claim 1, wherein the desired offers are categorized.

Claim 3 (Amended) The method of claim 1, wherein the ~~compilation of~~ collected discount
5 purchase offers may be assimilated by a marketing subcontractor.

Claim 4 (Amended) The method of claim 1, wherein the ~~compilation of~~ collected discount
purchase offers may be assimilated by a coupon card distribution company.

10 Claim 5. (Previously Presented): The method of claim 1, wherein the user is a local or
national merchant.

Claim 6. (Previously Presented): The method of claim 1, wherein the user is a licensee.

15 Claim 7. (Previously Presented): The method of claim 1, wherein the user is a franchisee.

Claim 8 (Previously Presented): . The method of claim 1, wherein the user is a local or
national fundraising organization.

20 Claim 9. (Previously Presented): The method of claim 1, wherein the medium for display
and storage of the compilation of discount purchase offers is a cardstock multi-fold card.

Claim 10. (Previously Presented): The method of claim 1, wherein the medium for display and storage of the compilation of discount purchase offers is a plastic card.

Claim 11. (Previously Presented): The method of claim 1, wherein the medium for display
5 and storage of the compilation of discount purchase offers is a coupon book.

Claim 12. (Previously Presented): The method of claim 1, wherein the medium for display and storage of the compilation of discount purchase offers is an electronic memory storage device.

Claim 13. A method of providing customized coupon cards to a user via a graphical user interface, the method comprising the steps of :

- a) prompting the user to log on to a website;
- b) prompting the user to enter a regional indicator;
- 5 c) prompting the user to select a card medium;
- d) displaying a plurality of discount purchase offers from national and local merchants that the user will be able to choose from;
- e) prompting the user to select one or more discount purchase offers;
- f) displaying pricing information corresponding to the discount purchase offers selected;
- 10 g) prompting the user to select a card design;
- h) displaying a preview of the offers and card design selected;
- i) displaying an overview of the offers and card design selected;
- j) prompting the user to select a form of delivery;
- k) prompting a user to select a form of payment;
- 15 l) displaying a confirmation of payment received; and
- m) delivering the selected offers and card design to the user.

Claim 14. (Previously Presented): The method of claim 13, wherein the national and local merchants' offers may be automatically alphabetized and categorized in a format selected by the
20 user.

Claim 15. (Previously Presented): The method of claim 13, wherein the card medium is a cardstock multi-fold card.

Claim 16. (Previously Presented): The method of claim 13, wherein the card medium is a plastic card.

5 Claim 17. (Previously Presented): The method of claim 13, wherein the card medium is a coupon book.

Claim 18. (Previously Presented): The method of claim 13, wherein the card medium is an electronic memory storage device.

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